

Fabulous Fox Theatre adding rooftop bars, Moroccan-style lounge

Will be the most sizable expansion since legendary showplace opened in 1929, officials say

BY JOSH GREEN · SEP 30, 2016, 12:33P



Photos: Jonathan Phillips, Curbed Atlanta

The Fox Theatre is gearing up for its most significant expansion since the famed showplace opened in 1929, a project that will perch two rooftop bars over Peachtree Street in Midtown.

The Fox's former jazz club — a 10,000-square-foot space at the northwest corner of the building — will be converted into a premium guest lounge with Moroccan-style architecture reflective of the existing theater, officials announced this week.

The new space is scheduled to open in fall 2017.

Access to the lounge will be membership-based, or general-admission ticket holders can upgrade to this VIP treatment. The lounge will offer "enhanced food and beverage service," private restrooms, a concierge, and two rooftop bars. It'll be open before and after events, and during intermissions.

For anyone who cries, "Sacrilege!" at news of any structural alterations to the Fox, the theater's vice president and COO, Adina Erwin, offered this in a press release:

"This is an undertaking we have not taken lightly ... We found a great partnership with Lord Aeck Sargent, a local architectural firm specializing in conservation and preservation of historic venues. We are taking every precaution to keep adjustments minimal and have every confidence that their vision and experience will allow us to create an innovative space that is loyal to the legacy of the Fox Theatre."

Details on rates and the actual name of the lounge are still being finalized, officials said.

LORD
AECK
SARGENT

City of Atlanta – Office of Planning
55 Trinity Avenue, SW
Suite 3350
Atlanta, GA 30303

Project: The Fox Theatre – Peachtree Lounge and Terraces
Re: SAP and UDC Review

Dear City of Atlanta :

The Peachtree Lounge and Terraces Project for the Fox Theatre will create a high-end luxury lounge for premium ticket holders before, during and after Fox Theatre performances. The project does not increase the footprint of the Fox, nor does it affect the sidewalks or site plan of the Fox Theatre. Please see attached supporting documentation.

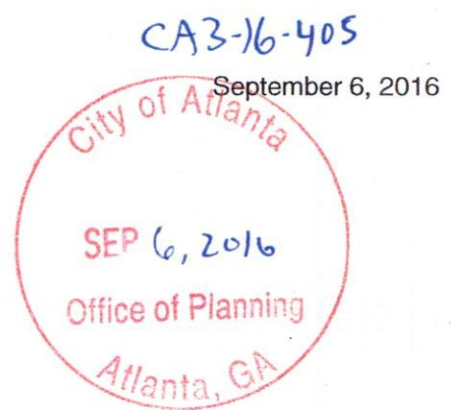
The Lounge is contained within the historic walls of the retail spaces north of the Arcade. The intent is for the Lounge to reinvigorate the north end of the Peachtree Street elevation of the Fox. The Lounge includes two roof top terraces – one over the Peachtree Lounge and one over the roof of the Arcade. The terraces are connected with enclosed space on the roof. The additions were carefully studied as to their mass in order to remain in the background from the Peachtree Elevation. Please note that the Fox has undergone several previous additions. Stair towers were added to the north elevation that infilled existing voids in the façade sometime after 1940. Two exit stairs were added to accommodate egress from the new Grand Salon Terrace in the 1990s-2000s.

The addition is primarily located toward the north side of the building next to the large mass of the Egyptian Ballroom and away from Peachtree Street. The roof top additions are designed similarly to several previous additions to the Fox roof. The visible additions to the roofline include a clear glass guardrail, brick enclosure, storefront enclosure and steel and wood roof. The brick patterning is derived from the existing Fox Theatre brick banding. The new brick will match as closely as possible the brick of the existing Fox building, however, the banding of dark and light brick will be reversed in order to clearly demonstrate the new additions are not original. The steel and wood roof structure and corresponding decorative railing was derived from historic railings. All additions are being incorporated so that they are reversible, should the structures need to be removed in the future. Please let us know if you need additional information for your review. Thank you.

Sincerely,

Karen Gravel

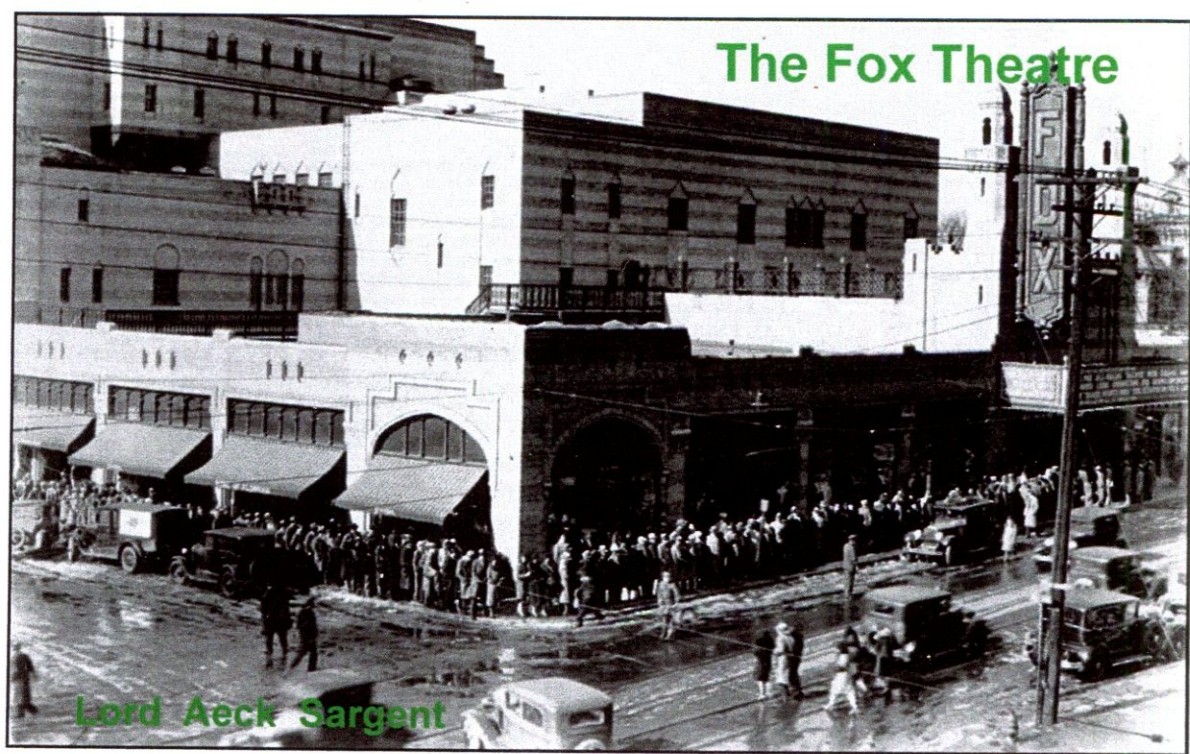
Karen Gravel, AIA
Senior Associate



The presentation drawings made to the Urban Design Commission
on September 28, 2016.

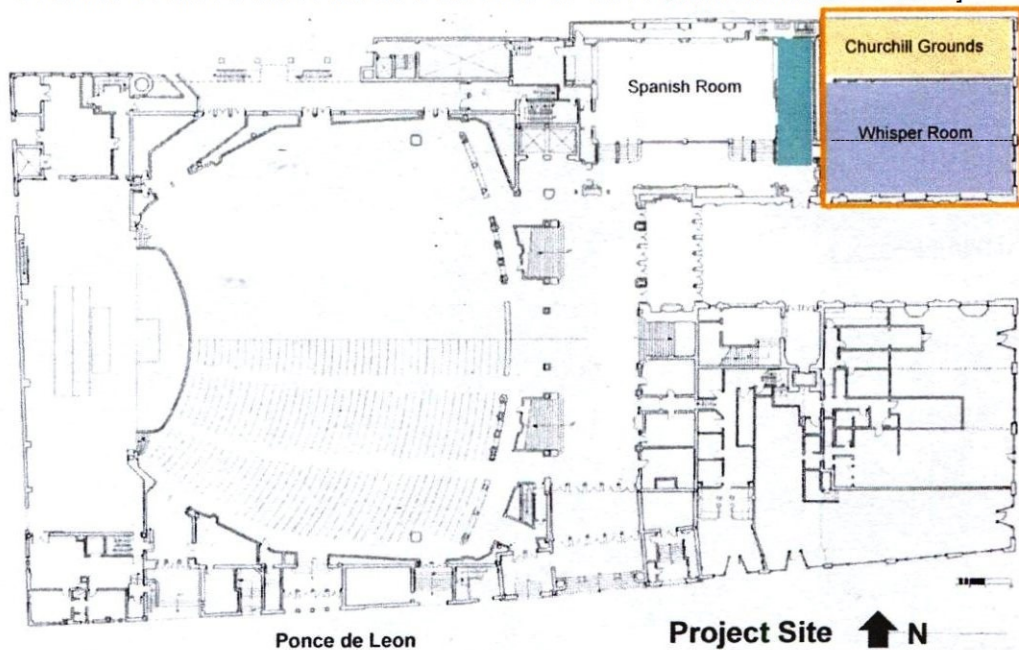
The Fox Theatre

Lord Aeck Sargent





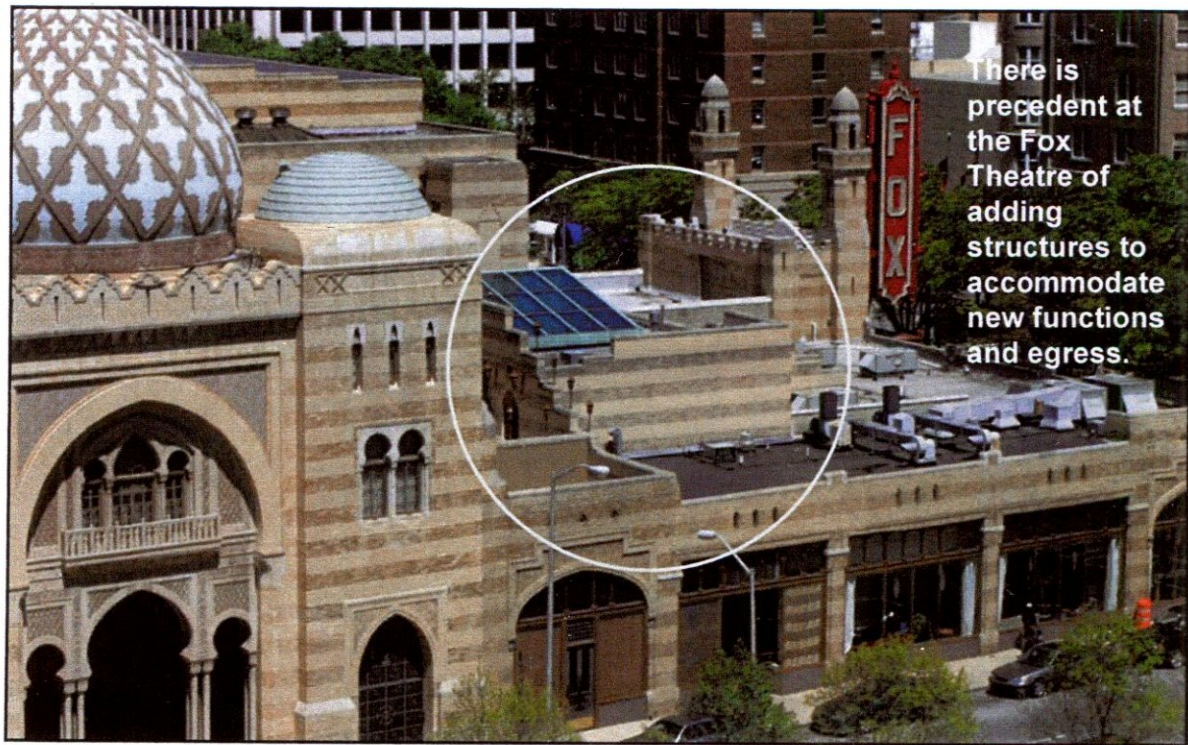
[PLAN SHOWING SPANISH ROOM PUBLIC RESTROOMS AND THREE RETAILS STORES OPEN TO THE PUBLIC GOBBLED UP BY PRIVATE MARQUEE CLUB]



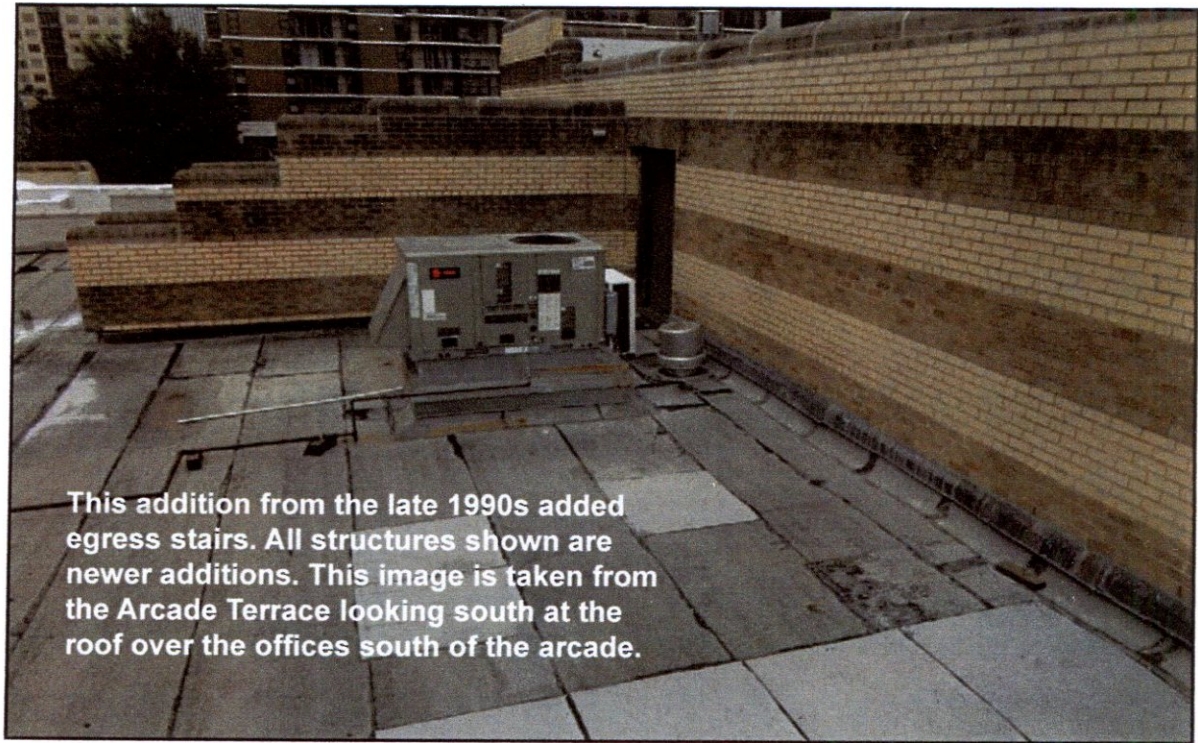


Original Marquee

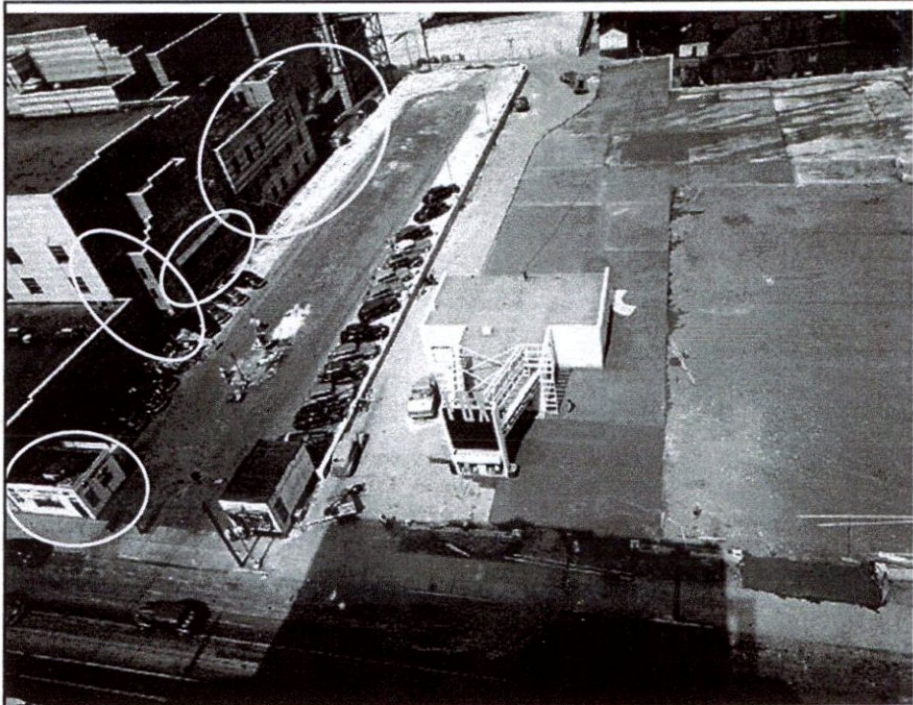
Historic Image of Roof



There is precedent at the Fox Theatre of adding structures to accommodate new functions and egress.



This addition from the late 1990s added egress stairs. All structures shown are newer additions. This image is taken from the Arcade Terrace looking south at the roof over the offices south of the arcade.

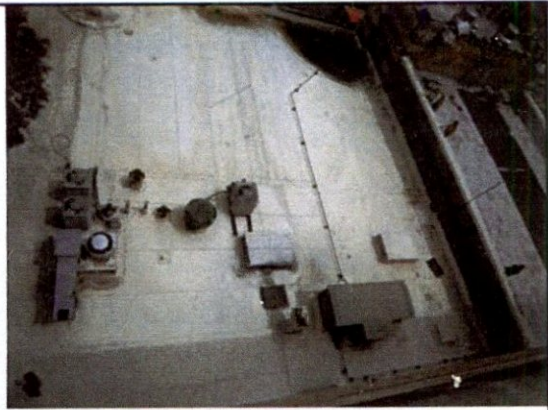
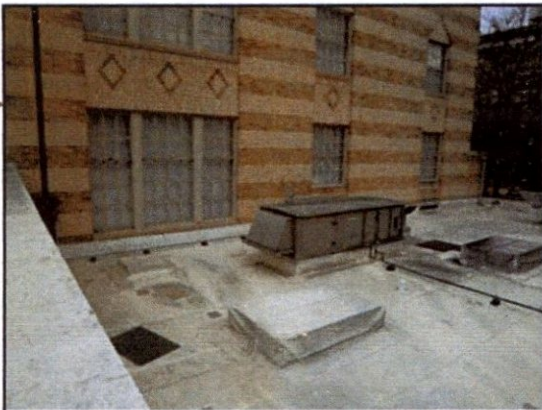


This aerial view of the North Elevation illustrates that egress stairs were added over time to the north elevation. The corner of the building has likely been rehabilitated given that a small building sat next to it.

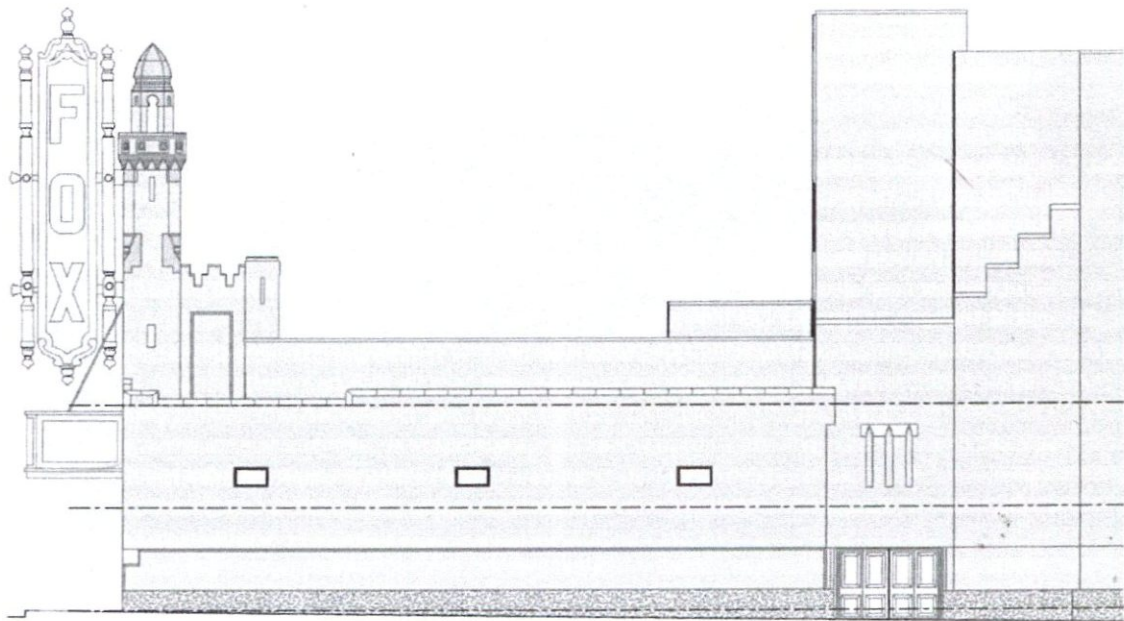




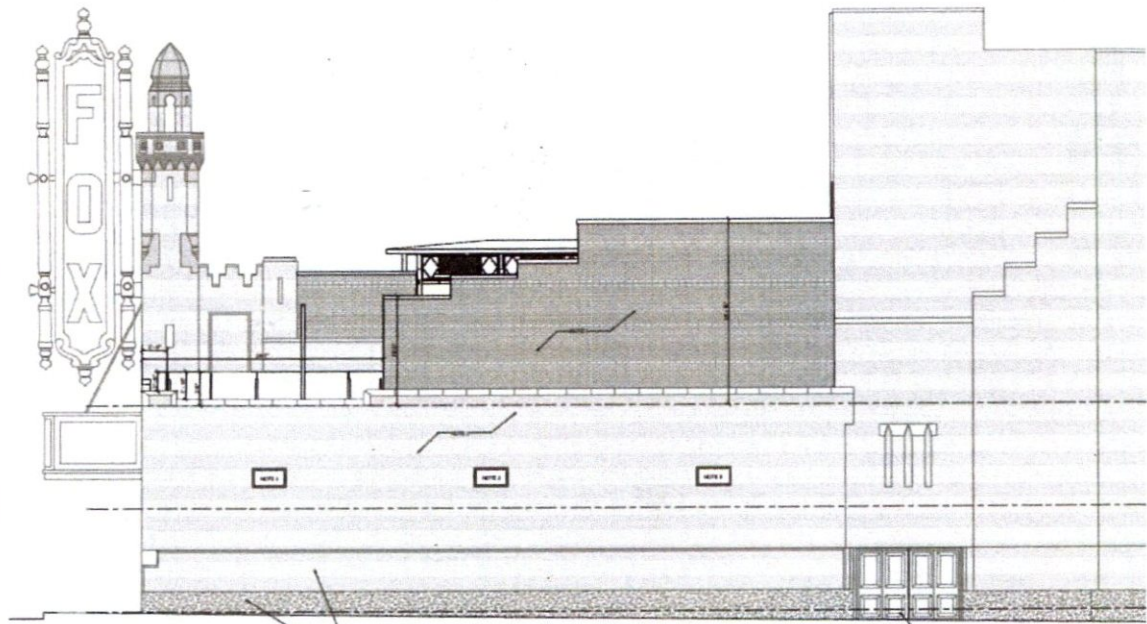




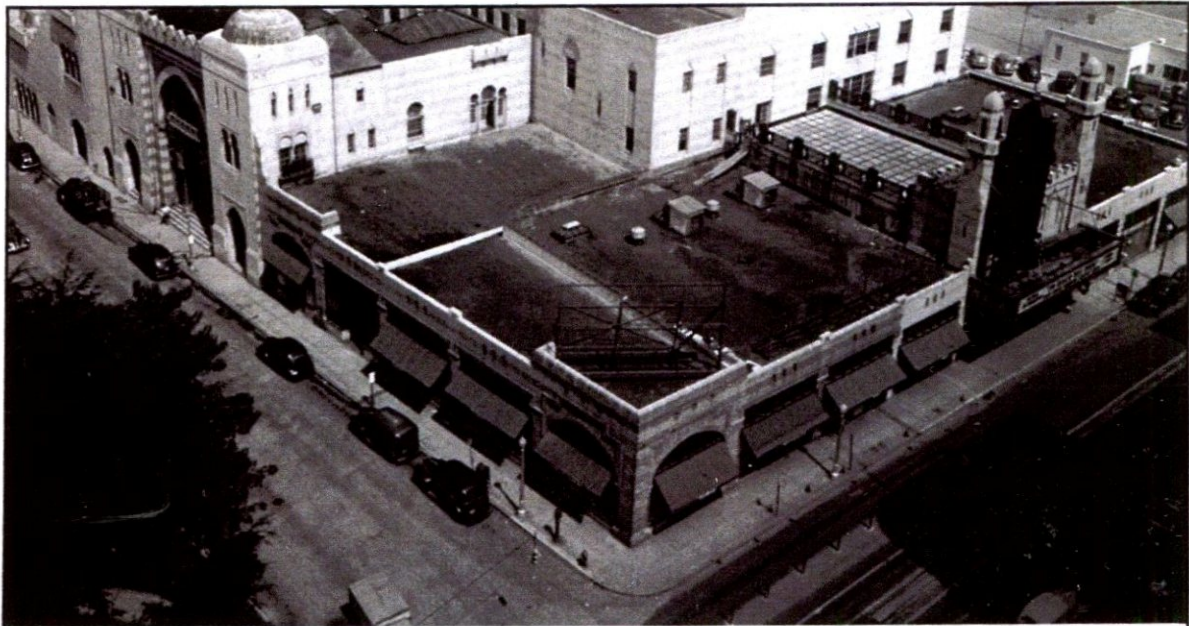
**Existing
Roof Images**



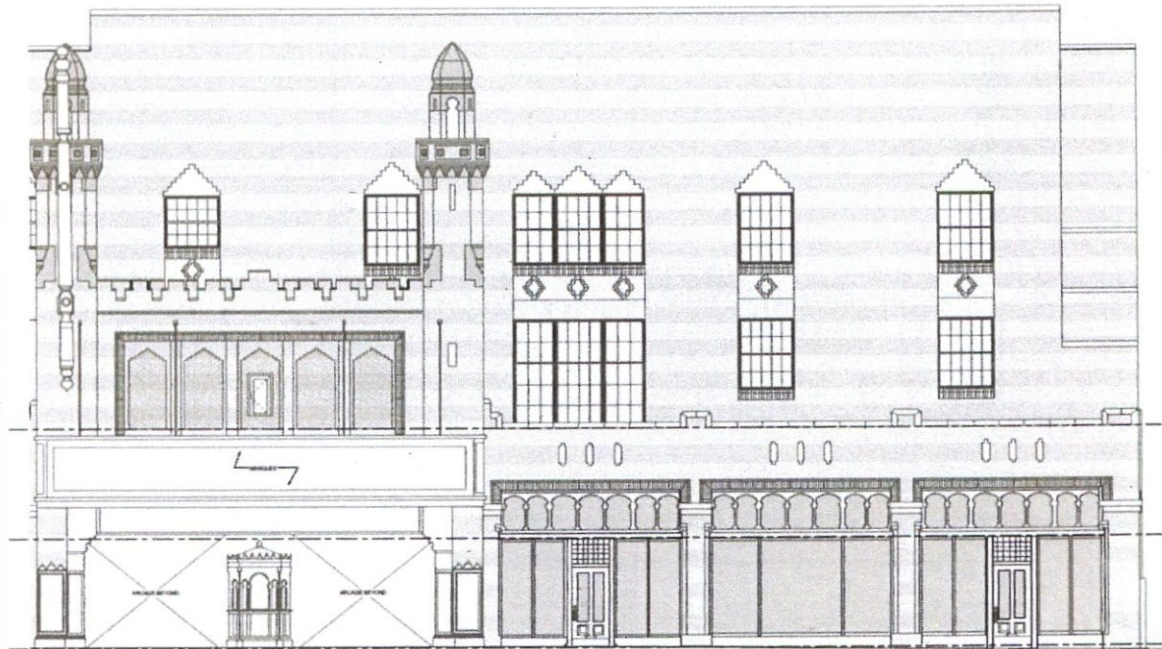
Existing North Elevation



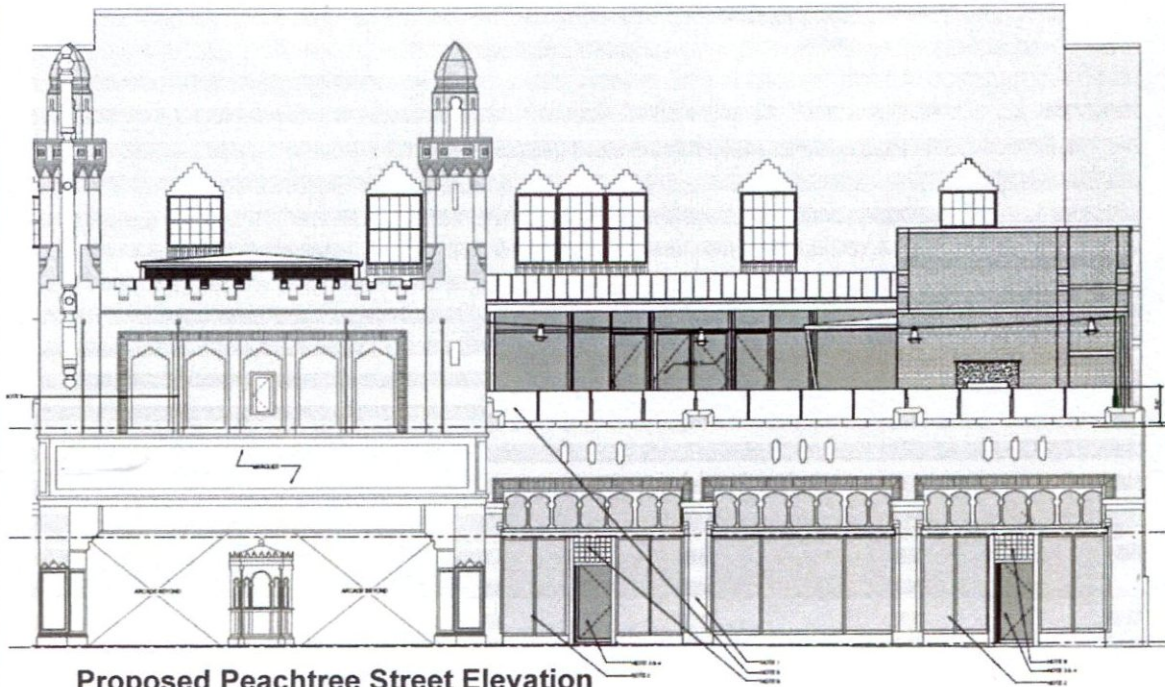
Proposed North Elevation



There is historic precedent for a habitable terrace above the arcade. The railing of the historic railing inspired the new railing and design.



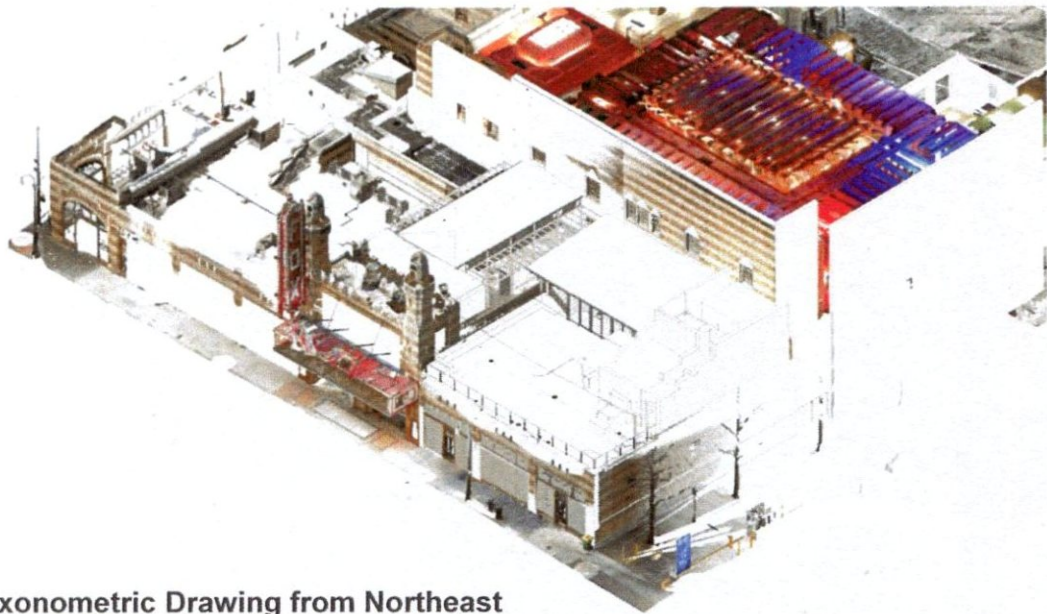
Existing Peachtree Street Elevation





Current Peachtree Street Elevation

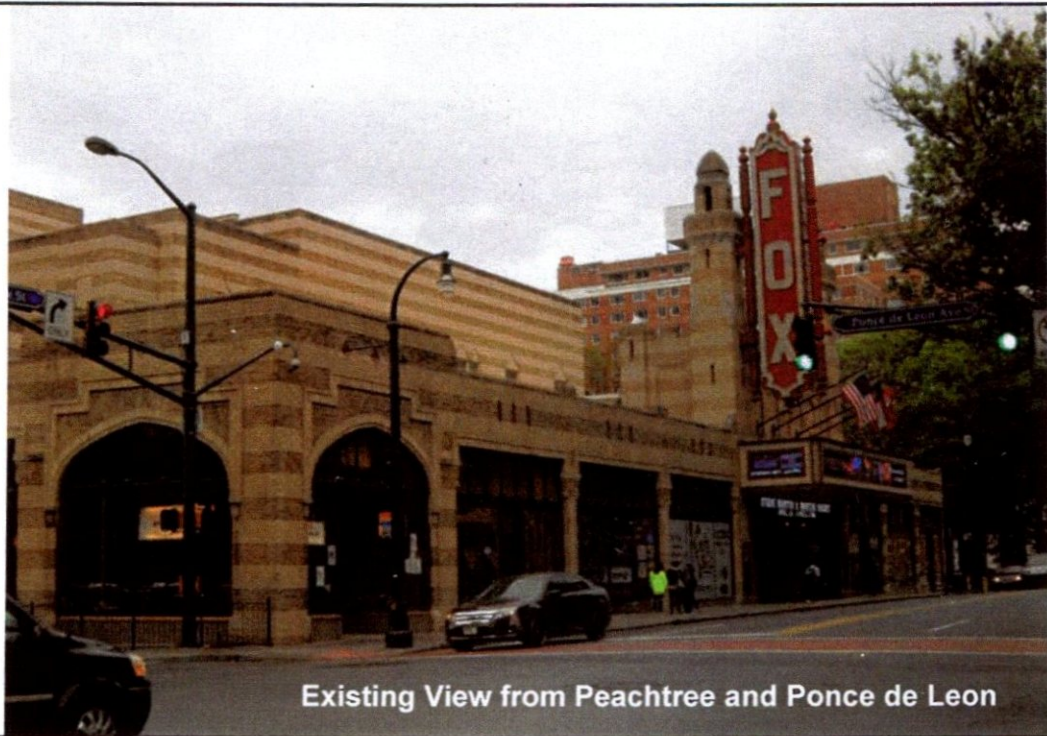




Axonometric Drawing from Northeast



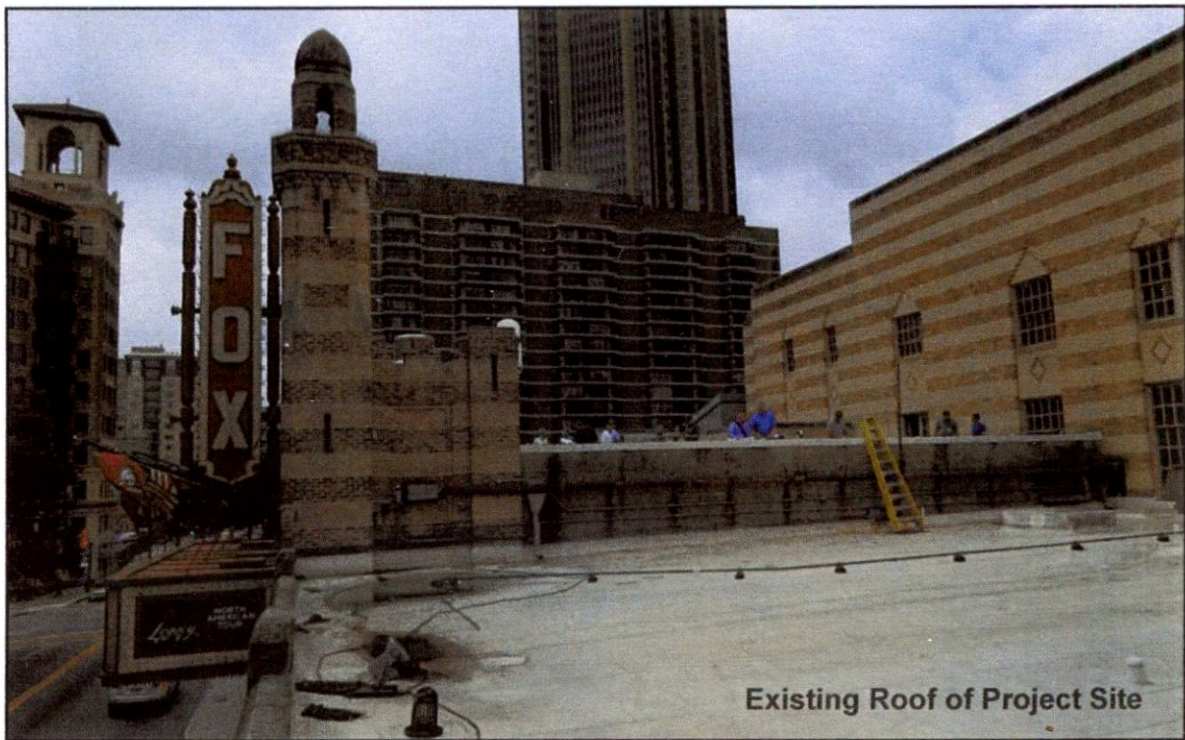
Perspective from Across Peachtree Street



Existing View from Peachtree and Ponce de Leon



Perspective from Intersection of Ponce de Leon and Peachtree Street



Existing Roof of Project Site



Proposed Roof Terrace



**THREE RETAIL SPACES
TO BE REMOVED FROM
RENTAL INVENTORY AND
MADE INTO PRIVATE BARS**



Current Peachtree Street Elevation